

REMARKS

The application has been reviewed in light of the October 25, 2004 final Office Action and the June 7, 2005 Advisory Action. Claims 1-21 were pending. By this Amendment, claim 21 has been canceled, new claim 22 has been added, and claim 15 has been amended to clarify the claimed invention without narrowing a scope of the claimed invention. Accordingly, claims 1-20 and 22 are now pending, with claims 1, 6, 15, 20 and 22 being in independent form.

Claims 1-21 were rejected under 35 U.S.C. §102(e) as allegedly anticipated by U.S. Patent No. 6,078,897 to Rubin et al.

This application relates to techniques for enhancing product sales in Internet transactions by offering promotions functionally related to an initial order the customer places, in order to induce the customer to increase the order or place an additional order. In contrast to Rubin, the techniques of this application provide for display of promotion information (a) only if the initial order meets or exceeds a minimum quantity, and (b) no promotion information is displayed if the initial order does not meet or exceed the minimum quantity. In some instances, a customer may only desire to purchase a few units of a product, and therefore would not be interested in a volume discount. Accordingly, when the initial order is for only a few units (for example, not higher than a minimum quantity), quantity-based promotions need not be presented.

Feature (a) of the claimed invention provides for display of promotion information only if the initial order meets or exceeds a minimum quantity. That is, no promotion information is displayed if the initial order does not meet or exceed the minimum quantity (Feature (b) of the claimed invention]. Each of the independent claims (1, 6, 15, 20 and 22) includes such features.

Rubin does not teach or suggest such features. According to Rubin, when an order is received from a customer, one or more additional orders is identified that when added to the

order placed by the customer, increases the discount for the total order to a level that is higher than the volume discount of the initial order. Rubin provides for display of promotion information regardless of the quantity of the initial order, that is, no comparison to a minimum quantity is made to determine whether promotion information is to be displayed. The promotion information is always displayed, once an initial order is received.

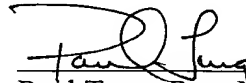
Applicant submits that the pending claims are patentable over Rubin at least for the reason that Rubin does not expressly or inherently disclose or suggest features (a) and (b) of the claimed invention.

In view of the remarks hereinabove, Applicant submits that the application is now in condition for allowance. Accordingly, Applicant earnestly solicits the allowance of the application.

If a petition for an additional extension of time is required to make this response timely, this paper should be considered to be such a petition. The Office is hereby authorized to charge any fees that may be required in connection with this Amendment, and to credit any overpayment, to our Deposit Account No. 03-3125.

If a telephone interview could advance the prosecution of this application, the Examiner is respectfully requested to call the undersigned attorney.

Respectfully submitted,


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